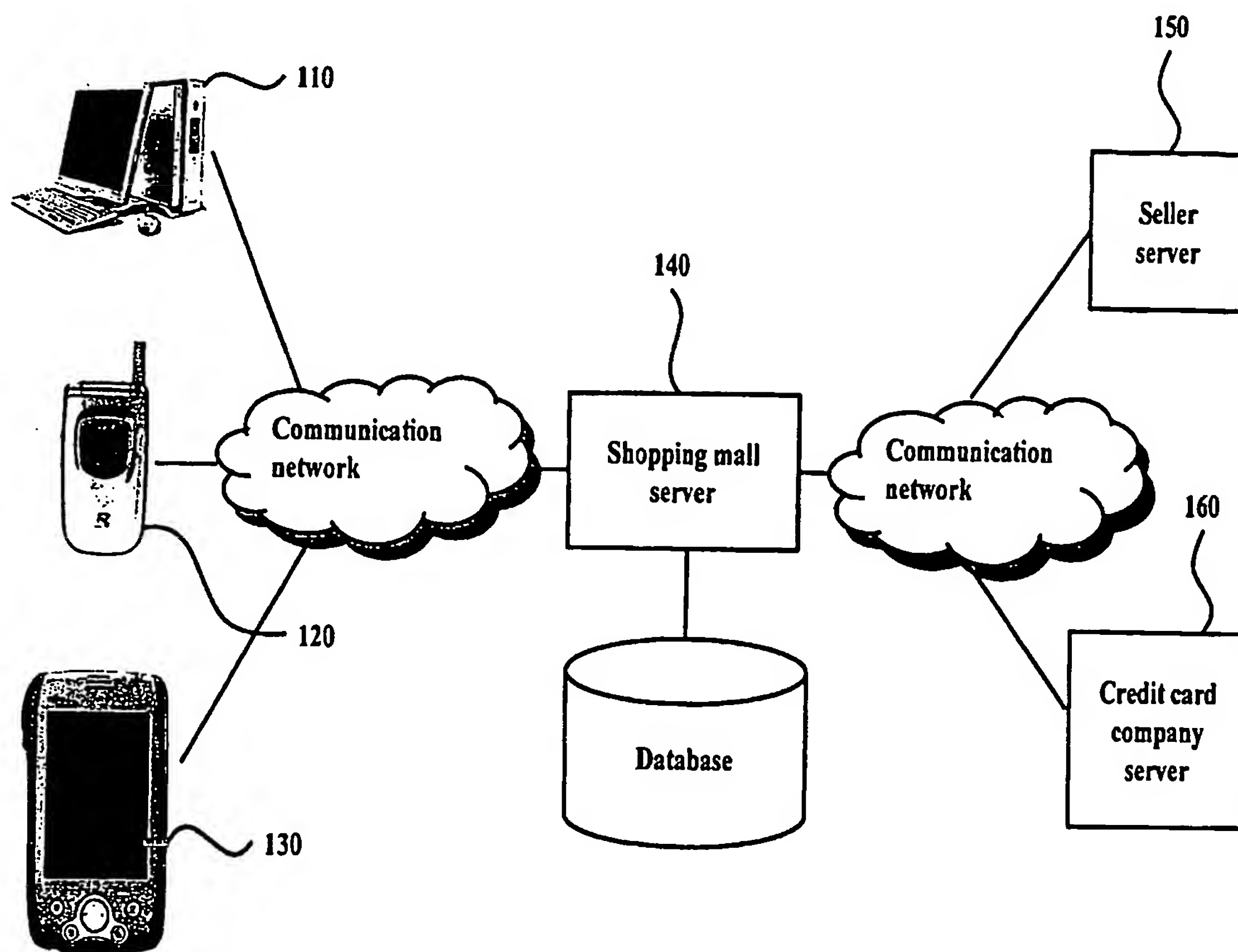


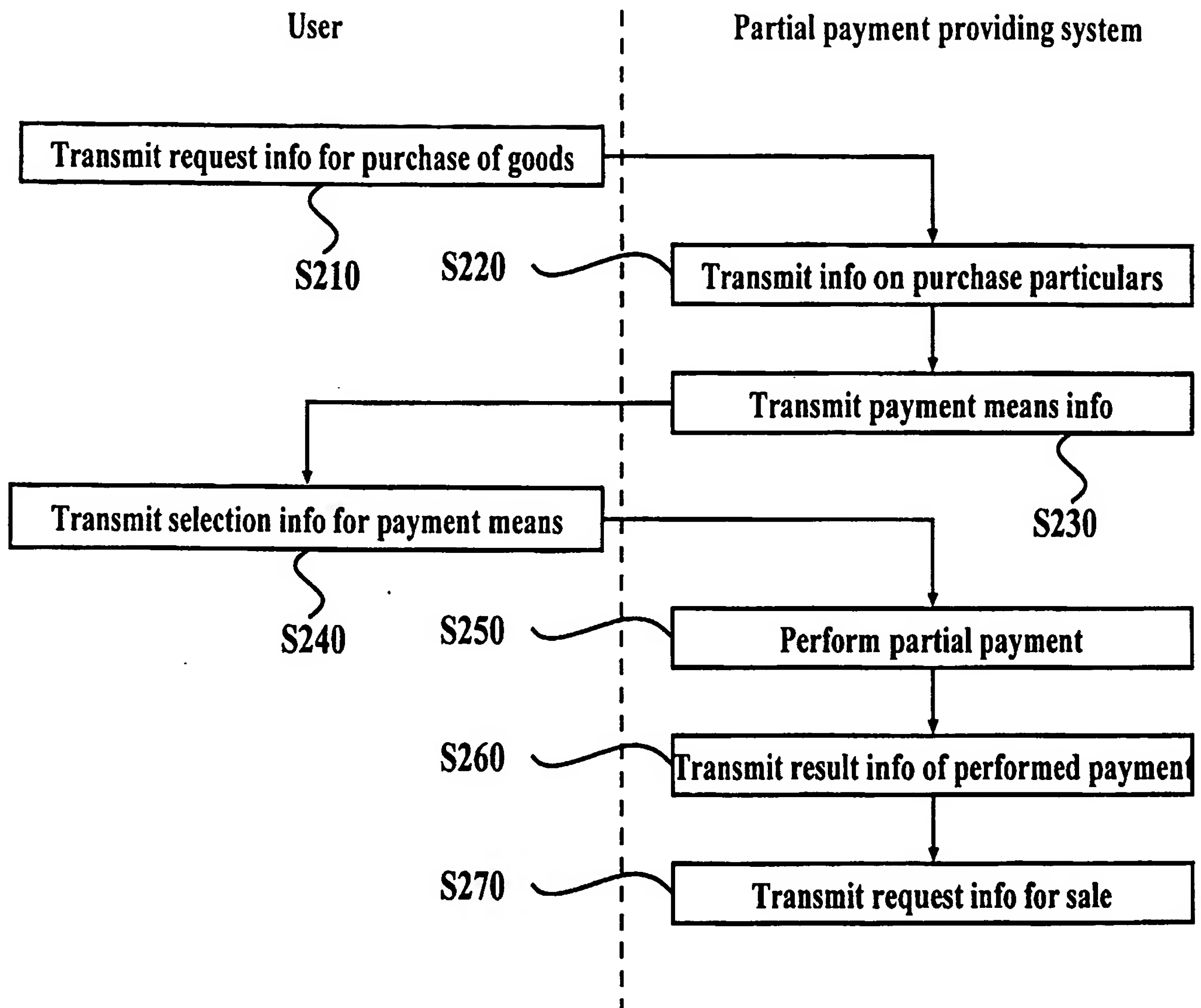
BEST AVAILABLE COPY

FIG. 1



2/18

FIG. 2



BEST AVAILABLE COPY

3/18

FIG. 3

naver&gt;ad guide&gt; keyword shop&gt; confirm purchase particulars

## Purchase particulars

- lee seungeung (odyssea@nownuri.net) has purchased in the naver keyword shop as follows.  
 -Please complete your purchase within 30 min. after putting keyword in your shopping cart.

## [purchase particulars]

Ordering date	2003-03-01 12:34:56
Keyword guide	2 besides a YouMin sponsor link
High cost of ads	1,210,000(VAT included)
How bills	Not applied

## [detailed particulars of purchased keywords]

Keyword	Ad. title	Rank	Item	Contract period	Contract Price	Payment Price
Youmin	Sponsor link	1st		1mth from 2003-03-22	500,000	400,000
B00oa	Plus pro	2nd		2mths from 2003-03-22	600,000	100,000
Chang nara	Question guide	3rd	One question	4mths from 2003-03-22	700,000	600,000
Total sum of fees (VAT excl.)					1,100,000	
Total sum of fees (VAT incl.)					1,210,000	

Pay

Cancel

## ◆Managing Ad.

- You can correct ad and confirm reporting on effects of ad in "keyword shop/keyword managing ad."

## ◆Canceling Ad.

- Please contact us for cancellation of ad until two business days before your desired day (our company closed on every Saturday and Sunday)
- If you cancel while ad. on, we'll charge 30% of remaining cost of ad.
- You can't cancel ad from 10 days before closing date to the closing date
- Tel : 1588-5896 / Questioning : Kkeyword shop DoWooMi

FIG. 4a

naver > ad guide > keyword shop > confirm purchase particulars

naver > ad. guide > keyword shop > select payment method

Purchase particulars

Keyword	Kind of ad	Rank	Form	Contract period	Amount
Boa	Sponsor link	1st		3m from 2002/11/31	6,600,000
Leewoosung	Question guide	3rd	multi	1m from 2002/11/31	11,000,000
Total amount					17,600,000

Selection of payment method

(VAT Incl.)

Select your payment method

☒ Full payment (credit card, cash)

☐ Partial payment (credit card + credit card, credit card + cash, etc)

Selection of payment means

Select your payment means

☒ Credit card

☐ Cash

Selection of partial payment method

Select your partial payment method.

☒ Credit card + credit card (payment using two respectively different cards)

☐ Credit card + cash (payment using credit card and cash)

☐ Credit card + credit card + credit card (payment using three respectively different cards)

☐ Credit card + credit card + cash (payment using two respectively different cards and cash)

5/18

FIG. 4b

→ Purchase Particulars

Keyword	Kind of ad.	Rank	Form	Contract period	Amount
BOA	plus pro	4th		1 m from 2003-10-11	1,100,000₩
Total amount 1,100,000₩(10% VAT)					
Total amount 1,210,000₩(10% VAT incl)					

→ Billing Particulars

No.	Payment	Order No.	Approval No./ Account No.	Installment	Settled amount	Remaining amount
1	credit card	nx22000005296369	55587785	2	100,000 ₩	100,000 ₩
2						
Total amount 1,210,000₩(10% VAT incl)						

★In partial payment.

→ Selection of payment method

-Select your payment method.

☐ credit card

☒ cash

continue

6/18

FIG. 5a

  
Enter payment information

Credit card information is not stored in server for protecting user's privacy rights.

Total amount	12,600,000 ₩
Monthly amount	<input type="text" value="5,000,000"/> Won Enter amount as you want to pay with your credit card.
Card No.	<input type="text" value="1234567890123456"/> Enter card no. without '-' and empty space. Ex) 1234567890123456
Valid date	<input type="text" value="2"/> m / <input type="text" value="2007"/> y 02/07 on your card means Feb. of 2007.
Installment	<input type="text" value="Lump sum"/> ▼

## \*Guide for no interest of credit card

## 1. Samsung card

Date: 11m 1d ~ 12m 31d

Details: 3monthly no interest installments over 50,000won (excl.2month)

## 2. Kookmin card

Date: 11m 1d~ 11m 30d

Details: 2~3monthly no interest installment over 50,000won/ 4~6month over 200,000won  
(Excepting existing Housing bank card and newly issued Kookmin BC card after merge  
between Kookmin bank and Housing bank)

## 3. BC card

Date: 11m 1d ~ 11m 30d

Details: 2~3 monthly no interest installment over 50,000won

\* Notice: Excepting merchant currently using no interest installment service charged on  
merchant, and automatically applying said conditions to merchant using our  
company's representing credit card payment service.

7/18

## FIG. 5b

→ Performing cash payment

- Your amount is below.
- If you press 'Pay', a bank and an account number will be shown.
- Please complete your purchase within 30min after putting keyword in your shopping cart.  
After 30min another advertiser will get an opportunity.

Amount	1,210,000
--------	-----------

→ Cash payment

- Whenever you purchase, a new virtual account no. will be given
- Please send money to an account no. shown on the screen
- Ad will be published normally only after you sent money

\*Notice: If you don't send money money by 5p-m 10th of October,  
contract will be canceled



→ Account information

Bank	Kookmin bank
Account No.	123456789 Please send money to the account No. shown above, because A different account No. is given every purchase.
Depositor	NHN
Amount	1,210,000\ (VAT incl)

BEST AVAILABLE COPY

8/18

FIG. 6a



Procedures of approval of credit card

\*Payment completed. Thank you for your purchase.

Order No.	D320409
Approval No.	nv23049234234
Amount	7,600,000 ₩
Merchant	All at ltd. - nhn sale

Procedures of registration of ad. after payment.

- Order cancel
  - Please contact us for ad. cancellation until two business days before you want to cancel ad. (our company closed on every Sat. and Sun.)
  - If you cancel ad. while the ad.on, 30% of remaining amount charged as penalty.
  - You can't cancel ad. from 10days before closing date to closing date.
  - Tel : 1588-5896 / Info : Keyword shop DoWooMi
- Credit card payment
  - Merchant is stated as 'All at ltd. - nhn sale' when bill is presented.
  - Please leave your approval no. separately.
- Cash payment
  - Please send money to an account of Hana bank.
  - If you don't sent money by the previous day of publication of ad, your order will be cancelled.
- Publication of ad.
  - If ad is not fit for naver's self criterion, publication of ad. may be denied after a manager's review.



BEST AVAILABLE COPY 9/18

FIG. 6b

naver> ad guide> keyword shop> confirm purchase particulars

naver > advertisement> keyword shop >enter payment info

Purchase particulars

Keyword	Kind of ad	Repeat	Unit	Contract period	Amount
Boa	Sponsor link	1st		3 m from 2002/11/31	6,600,000
Leewoosung	Question guide	3rd	multi	1 m from 2002/11/31	11,000,000
Total amount					17,600,000

(VAT incl.)

Payment particulars

No.	Payment	Order No.	Approval No. (payment No.)	Amount paid	Remaining amount
1	Credit card	D12345	nv12345	5,000,000	12,600,000
2	Credit card	In progress			
3	Credit card	Not paid			
Total amount				5,000,000	12,600,000

※ Notice ※  
If you press 'yes', you can re-enter credit card payment information.  
If you press 'No', you can restart from the beginning after canceling all approved credit card payment.

Yes

No

FIG. 7

Key	Information of Goods					Amount	Contract
198580	17535	2003-01-07 ~2003-10-08				100,000	1

FIG. 8a

Order No.	Key	Sequence	Number of partial payment	Amount
Nv 0000001	KS103256664_ userid	1	4	300,000

FIG. 8b

Order No.	Key	Sequence	Number of partial payment	Amount
Nv 0000001	KS103256664_ userid	1	4	300,000
Nv 0000002	KS103256664_ userid	2	4	400,000

11/18

**FIG. 8c**

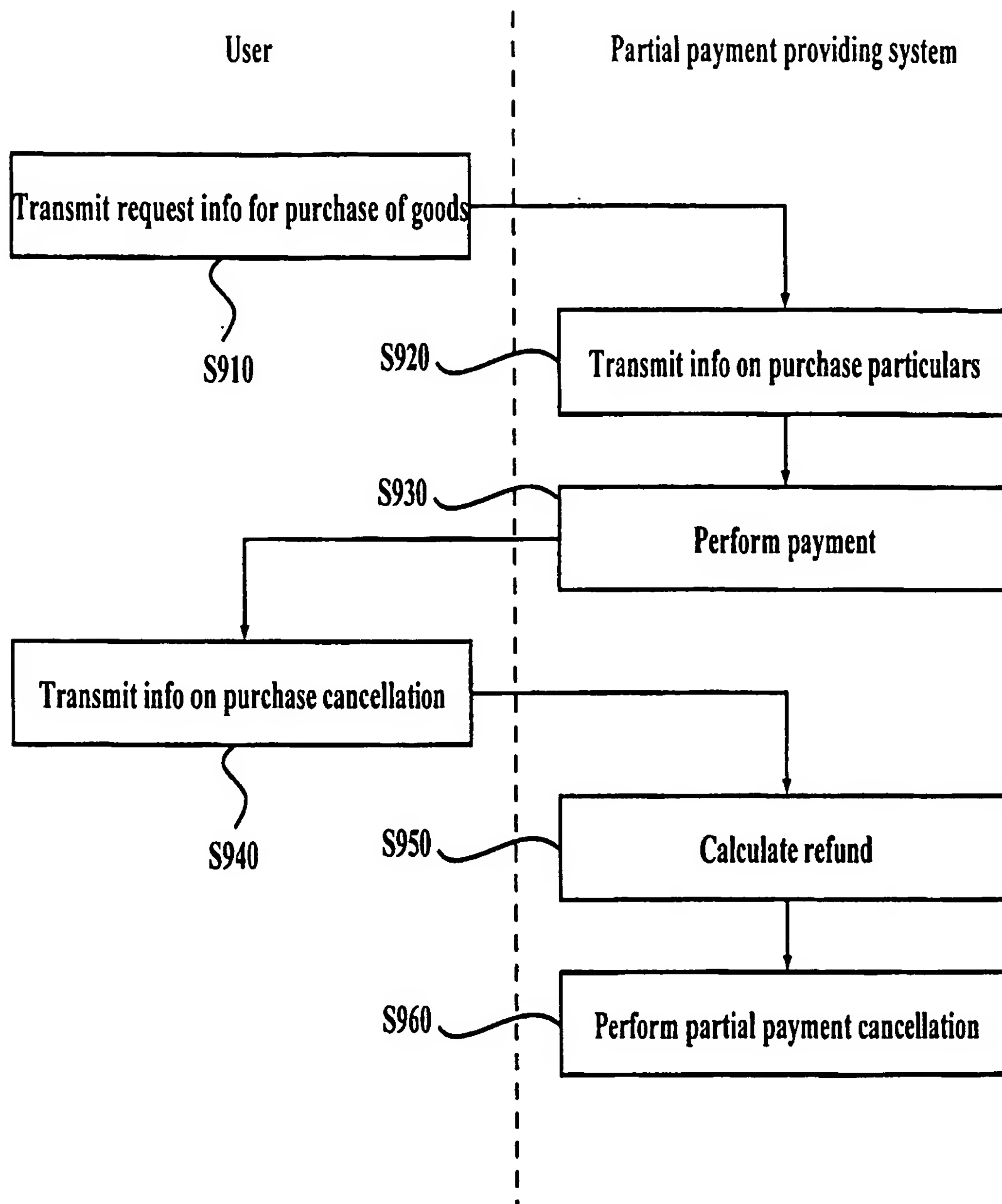
Order No.	key	Order	Number of partial payment	Amount
Nv 0000001	KS103256664_ userid	1	4	300,000
Nv 0000002	KS103256664_ userid	2	4	400,000
Nv 0000003	KS103256664_ userid	3	4	300,000

**FIG. 8d**

Order No.	key	Sequence	Number of Partial payment	Amount
Nv 0000001	KS103256664_ userid	1	4	300,000
Nv 0000002	KS103256664_ userid	2	4	400,000
Nv 0000003	KS103256664_ userid	3	4	300,000
Nv 0000004	KS103256664_ userid	4	4	1,000,000

12/18

FIG. 9



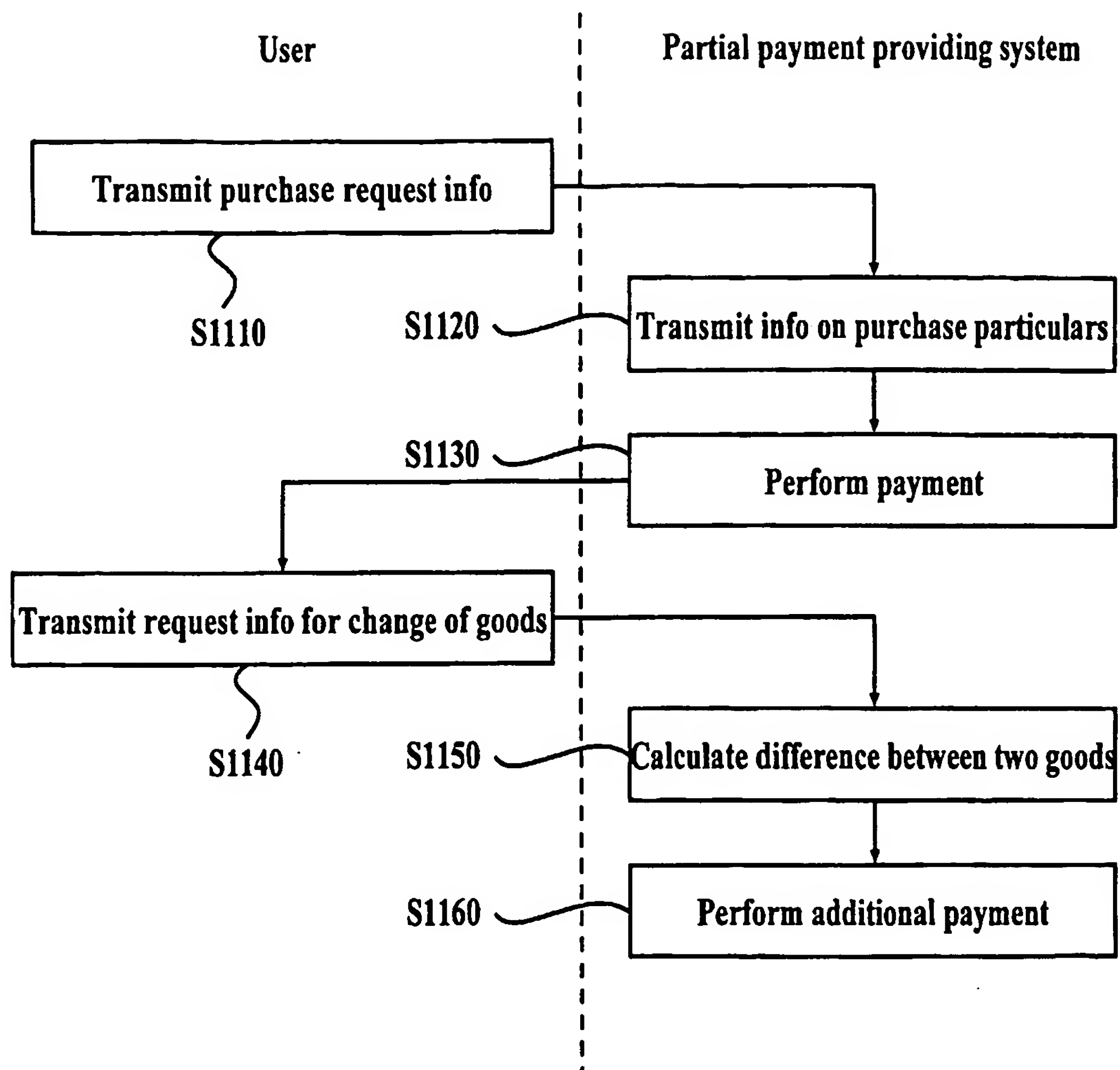
13/18

**FIG. 10**

<b>Order No.</b>	<b>Key</b>	<b>Sequence</b>	<b>Number of partial payment</b>	<b>Amount</b>
<b>Nv 000001</b>	<b>KS103256664_ userid</b>	<b>1</b>	<b>4</b>	<b>250,000</b>
<b>Nv 000002</b>	<b>KS103256664_ userid</b>	<b>2</b>	<b>4</b>	<b>200,000</b>
<b>Nv 000003</b>	<b>KS103256664_ userid</b>	<b>3</b>	<b>4</b>	<b>200,000</b>
<b>Nv 000004</b>	<b>KS103256664_ userid</b>	<b>4</b>	<b>4</b>	<b>250,000</b>
<b>Nv 000005</b>	<b>KS103256664_ userid</b>	<b>5</b>	<b>4</b>	<b>-600,000</b>

14/18

FIG. 11



15/18

**FIG. 12a**

<b>Order No.</b>	<b>Key</b>	<b>Sequence</b>	<b>Number of partial payment</b>	<b>Amount</b>
<b>Nv 000001</b>	<b>KS103256664_ userid</b>	<b>1</b>	<b>4</b>	<b>250,000</b>
<b>Nv 000002</b>	<b>KS103256664_ userid</b>	<b>2</b>	<b>4</b>	<b>200,000</b>
<b>Nv 000003</b>	<b>KS103256664_ userid</b>	<b>3</b>	<b>4</b>	<b>200,000</b>
<b>Nv 000004</b>	<b>KS103256664_ userid</b>	<b>4</b>	<b>4</b>	<b>250,000</b>

**FIG. 12b**

<b>Order No.</b>	<b>key</b>	<b>Sequence</b>	<b>Number of partial payment</b>	<b>Amount</b>
<b>Nv 0000001</b>	<b>KS103256664_ userid</b>	<b>1</b>	<b>4</b>	<b>250,000</b>
<b>Nv 0000002</b>	<b>KS103256664_ userid</b>	<b>2</b>	<b>4</b>	<b>200,000</b>
<b>Nv 0000003</b>	<b>KS103256664_ userid</b>	<b>3</b>	<b>4</b>	<b>200,000</b>
<b>Nv 0000004</b>	<b>KS103256664_ userid</b>	<b>4</b>	<b>4</b>	<b>250,000</b>
<b>Nv 0000005</b>	<b>KS103256664_ userid</b>	<b>5</b>	<b>4</b>	<b>-600,000</b>

16/18

**FIG. 12c**

Order No.	Key	Sequence	Number of partial payment	Amount
Nv 000001	KS103256664_userid	1	4	250,000
Nv 000002	KS103256664_userid	2	4	200,000
Nv 000003	KS103256664_userid	3	4	200,000
Nv 000004	KS103256664_userid	4	4	250,000
Nv 000005	KS103256664_userid	5	4	100,000

**FIG. 13a**

Order No.	Key	Sequence	Number of partial payment	Amount
Nv 000001	KS103256664_userid	1	4	250,000
Nv 000002	KS103256664_userid	2	4	200,000
Nv 000003	KS103256664_userid	3	4	200,000
Nv 000004	KS103256664_userid	4	4	250,000
Nv 000005	KS103256664_userid	5	4	-900,000
Nv 000006	KS103256664_userid	6	4	900,000



FIG. 13b

Order No.	Key	Sequence	Number of partial payment	Amount
Nv 000001	KS103256664_userid	1	4	900,000
Nv 000002	KS103256664_userid	2	4	-900,000
Nv 000003	KS103256664_userid	3	4	300,000
Nv 000004	KS103256664_userid	4	4	300,000
Nv 000005	KS103256664_userid	5	4	300,000

FIG. 14

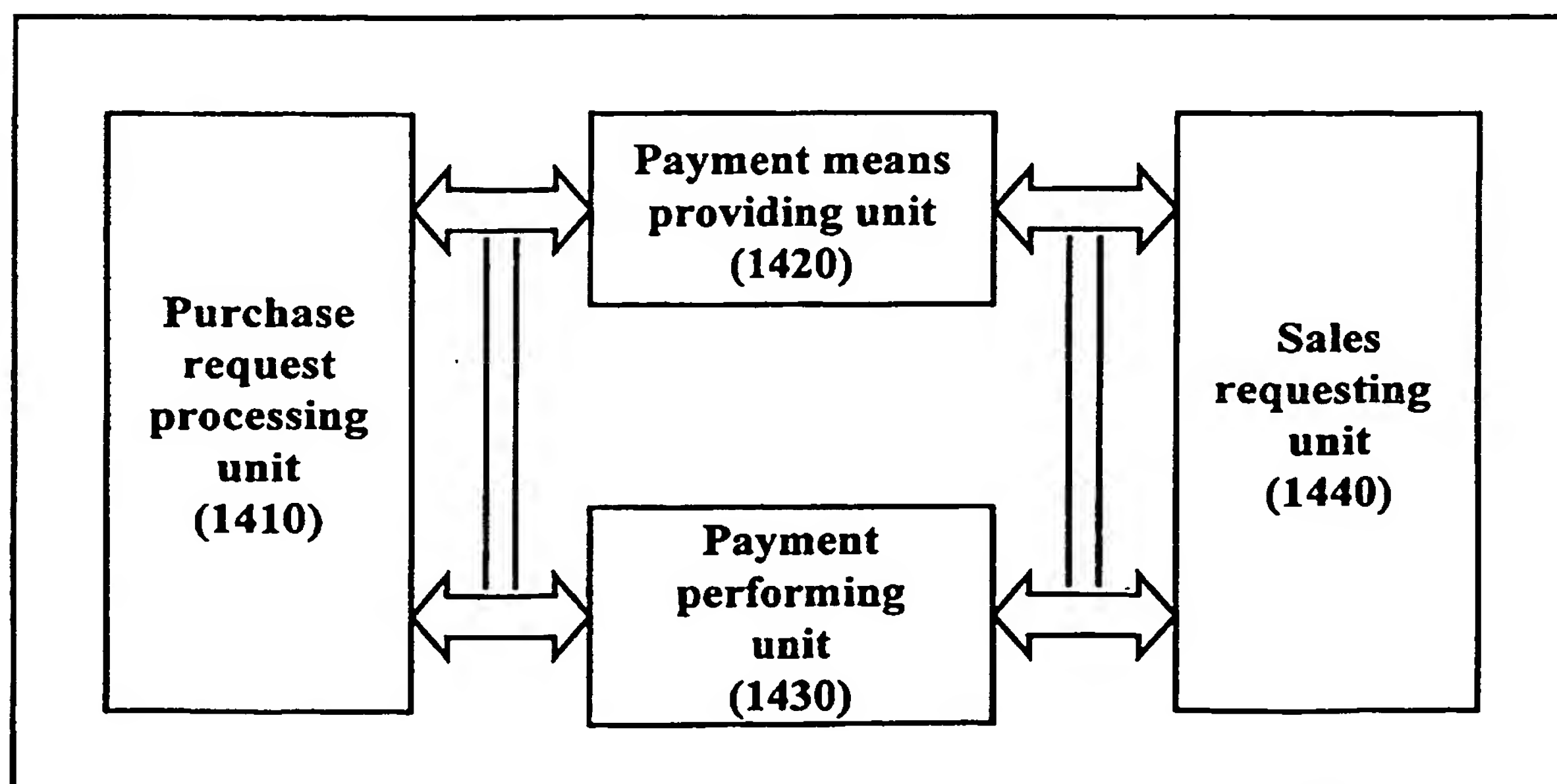
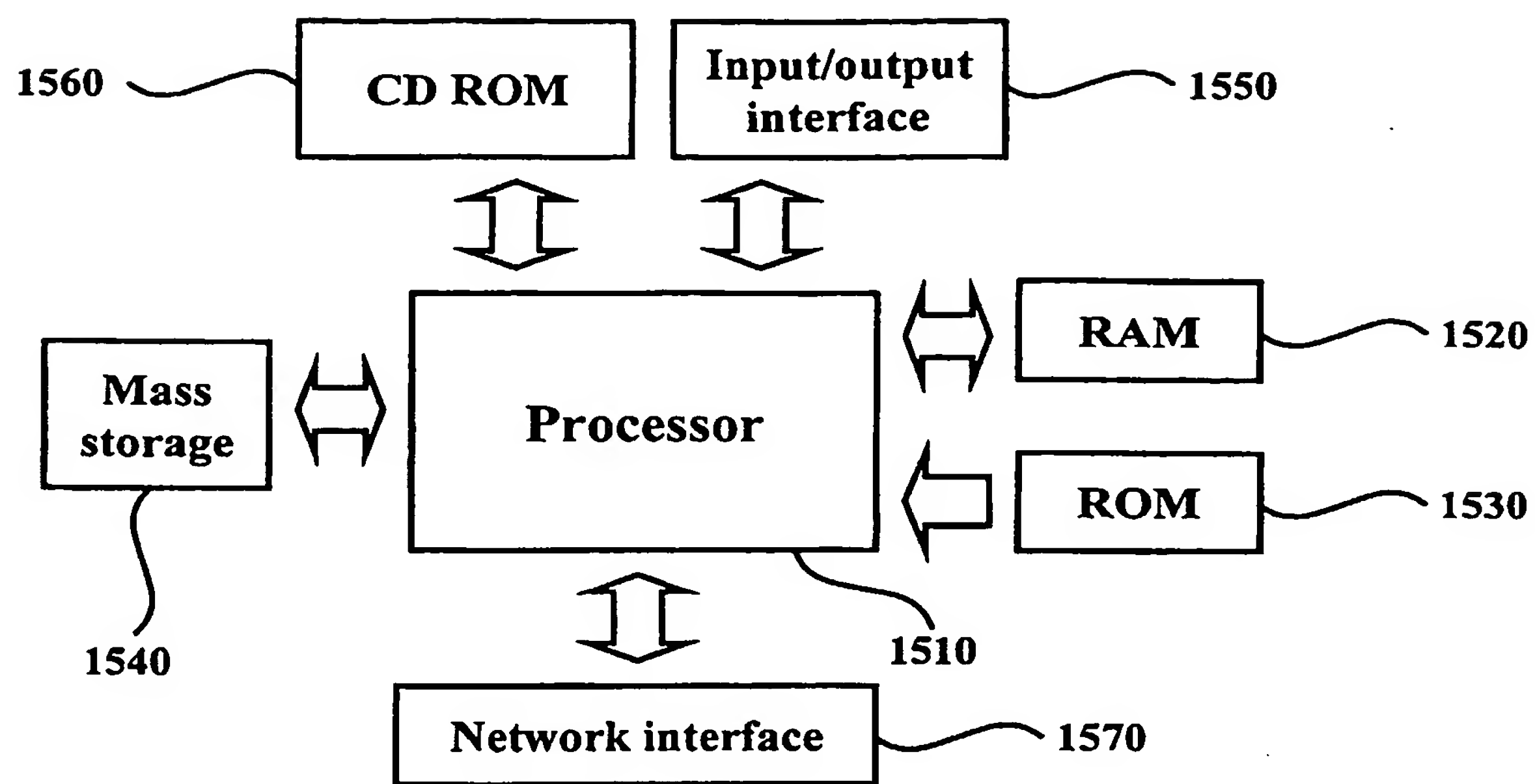


FIG. 15

1500